



18<sup>th</sup> Annual Seminar  
on



Emerging Trends  
in  
**DIGITAL  
MARKETING**

20<sup>th</sup> January, 2020

S. A. P. D. J. Pathashala's

**Hirachand Nemchand College of Commerce, Solapur**

**Department of Management Studies (BBA Section)**

Seth Walchand Hirachand Marg, Ashok Chowk, Solapur 413 006



**18<sup>th</sup> ANNUAL SEMINAR  
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**Emerging Trends In  
Digital  
Marketing**

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**Organized by  
Hirachand Nemchand College of Commerce,  
Solapur  
(BBA Section)**

**Walchand Hirachand Marg,  
Ashok Chowk,  
Solapur- 413 006**

## *Seminar is all about...*

HNCC B.B.A. Department conducts “**Jidnyasaa- An Annual Seminar**” every year since its establishment. An attempt is made to update our students about current issues in commerce & management field which keep them informed with happenings around.

*“Marketing is no longer about the stuff that you make, but about the stories you tell” – truly said by Seth Godin.*

Understanding latest trends is the crucial part of marketing strategy. The widening application of digital technologies suggests that marketers should extend their thinking beyond the Internet to encompass all the platforms that permit a firm to do business electronically.

The digital marketing world is regularly crossing newer milestones with each passing day. It's no secret that the world of digital marketing is constantly in a state of change. Digital marketing is having a great commercial influence on the business. This industry in India has extended almost all the business sectors. Without this, businesses may fall short of creating present-day marketing strategies and hence, they may turn aimless.

*“We don't have a choice on whether we DO social media, the question is how well we do it.”*

Over the last few years Digital Marketing in India has seen an exponential growth and the year 2020 it is expected to generate over 20 Lac jobs per year. It offers various lucrative careers like Web Developer & Designer, Social Media Manager, SEO Expert, Content Marketer, Analytics Manager, CRM Manager and many more.

*It is precisely said that “your future is created by what you today”* hence to make our students aware of this escalating trend of digital marketing and throw light on emerging careers in it, this year BBA section is presenting you 18<sup>th</sup> annual seminar titled- “**Emerging trends in Digital Marketing**”

**Objectives of Seminar:**

1. To explore the potential and opportunities of digital marketing.
2. To make students aware about latest trends and careers available in Digital Marketing field.

➤ **Seminar Conveners**

- **Dr. S. K. Shah** -Principal
- **Dr. P. V. Dolas** -Head of the Dept.

➤ **Seminar Coordinators**

- Dr. Rajni Kshirsagar
- Prof. Sandeep Kasturkar
- Prof. Priyanka Kurle

## **Shri Aillak Pannalal Digambar Jain Pathashala**

Shri Aillak Pannalal Digambar Jain Pathashala was established by the doyen of Jain community Shri Seth Hirachand Nemchand. It was established in the year 1885 with the sole intension to serve society. The trust fosters the spirit of 'Sharma Culture' through the igneous philosophy of 'Shikshan Haach Dharma' and thus this protects traditional education. The trust imparts education from Primary education right up Post Graduation level. The holy act imparting education not just restricted to Solapur city but also extended to the towns of KUNTHALGIRI and ASHTHI. About 18000 students avail the education facilities provided the Pathashala.

The trust offers Bachelor degrees in the Engineering, Arts, commerce, Science and Education and postgraduate courses in the Business Administration, Marathi, economics and Social Work. Student's folks desperately prefer to seek entry for various courses run under the auspices of Trust. Thousands of Students, who sought education here hail from different states, are placed in high position in various sectors. It could happen only because of the cherished values like Integrity, Justice, Equality and Morality that are ingrained in the Mission and Vision of the Pathashala. Thus the Centurion Institution has sustained unique academic legacy, which goes down in the history of India for Centuries to come. Such a trust, dedicated to all-round development in the field of education is also alert to changes occurring in the field and according provides the necessary educational facilities.

## **About H. N. College of Commerce**

Our college is run by SAPDJ Pathashala having a bright history of about 125 years in the educational field. Hirachand Nemchand College of Commerce was established in the Year 1972 and is now affiliated to Solapur University, Solapur. Earlier it was affiliated to Shivaji University, Kolhapur. The college offers conventional and professional courses like M.B.A., B.B.A., B.C.A., M. Com., B. Com., and vocational courses at Junior College level.

H.N.C.C has always been at the forefront to extend the necessary educational facilities as per the demand. The college aims at the overall development of the students. It toils to build up the resources that will ensure life more dignified and useful as long as time endures.

## **BBA (Bachelor of Business Administration)**

HNCC has pioneered in the process of induction of BBA Course in Solapur. Considering the need of professionalism BBA Course was started in the year 2003 under affiliation of Shivaji University, Kolhapur. In 2004 with the establishment of Solapur University, it had shifted to Solapur University, Solapur.

Our focus is on professional management education based on the latest developments in academic theory and best business practices while preparing graduates for challenging work environments and advanced academic study through quality education and interactive activities.

# *HNCC BBA Seminar Milestones...*

<b>Sr. No.</b>	<b>Year</b>	<b>Contents</b>
1	2004	Total Quality Management
2	2005	Management in Turbulence Time
3	2006	Special Economic Zone
4	2007	Corporate Social Responsibility
5	2008	Global Warming
6	2009	Opportunities and Challenges in Tourism Industry
7	2010	Enter Entrepreneurship- Exit Unemployment
8	2011	Event Management
9	2012	Effectiveness of Advertising in Brand Communication
10	2013	Retailing: An Escalating Sector
11	2014	Emerging Trends in Marketing
12	2015	Blending Marketing Tools
13	2016	Building Winning Brands
14	2017	Emerging Trends in Banking
15	2018	Impact of GST on Indian Economy
16	2018	Personality Insights
17	2019	Hospitality & Tourism Industry: Growth & Opportunities
18	2020	Emerging Trends in Digital Marketing

## *Student Committees*

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- Mansi Mengji
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### ➤ *Technical Committee*

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## Emerging Need for Digitalized Marketing

Mr. Gaurav Khanchandani  
BBA-III

**Abstract:** Marketers are faced with new challenges and opportunities within this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This paper focuses on the need of digital marketing for both marketers and consumers. Additionally this paper is all about what digital marketing actually means in real sense. There are the major and most important needs presented in the paper. Effectiveness of the digital means is also been presented in this paper which means the effective tools of marketing in digitally and trendy way to attract the customers.

**Keywords:** Digital Marketing, Needs, Effectiveness, Customer Reach, Importance.

### Introduction:

Marketing has always been about connecting with your audience in the right place and at the right time. Today, that means you need to meet them where they are already spending time: on the internet. Digital marketing is the marketing of products and services using digital technologies on the internet, through mobile phone app, display advertising and any other digital mediums.

Digital marketing, online marketing, internet advertising...whatever you call it, marketing your company online is a big deal these days. After all, internet usage has doubled over the past decade and this shift has massively affected how people purchase products and interacts with businesses.

### What is Digital Marketing?

Digital marketing is like any other type of marketing – it's a way to connect with and influence your potential customers. The real difference is, you connect with and influence those customers online.

Basically, digital marketing refers to any online marketing efforts or assets. Email marketing, pay-per-click advertising, social media marketing and even blogging are all great examples of digital marketing – they help introduce people to your company and convince them to buy.

Digital marketing is a new compared to traditional marketing channels but if it's implemented strategically we can get better ROI (return on investment) for your campaigns since internet penetration and digital media usage is increasing in India, digital marketing is an excellent way to influence your target audience into paying customers.

## Why do we need digital marketing?

There once was a time when developing and implementing marketing campaigns meant running ads on television and radio, and placing print ads in newspapers and magazines. However, as the world of commerce moves more and more toward a digital marketplace, businesses now have the opportunity to expand their reach and connect with their target market through digital marketing tactics.

Any modern brand that wants to get ahead in the current business climate will need to adopt digital marketing tactics as part of their overall strategy. This doesn't mean that you have to throw out the traditional print ads, especially if your business is already seeing great response from these types of ads. However, by using digital marketing tactics in combination with your current traditional marketing strategies, your business can start to optimize your campaigns for maximum results.

India is one of the most populated countries in the world, with a population of 1.2 billion as of June 2014. The penetration of Internet is around 20 % in India, which is less compared to the US which has 80% internet penetration and China which has up to 50%. But 20% of 1.2 billion people makes it 25 corer internet users and is having global rank 3 in Worldwide Internet users ranking. I am giving these stats to give you a glimpse of how big our target audience is and these numbers are only increasing with time for good companies of digital marketing in India. My today's presentation is on why there is a need of digital marketing in India.

### Need for digital marketing in India:

#### 1. Affordability

Digital marketing is considerably less expensive than other marketing methods. Specific prices vary based on what you're doing but ad spend tends to be lower than other forms of marketing.

#### 2. Mobile Access

You may not know this but 77 per cent of American adults own a smart phone and are likely to use that smart phone or another mobile device for news, social networking, and countless other activities. Digital marketing helps you reach them while they're doing this. With remarketing ads, email and text marketing, and social media - you can be in front of your audience while they use many different apps on their mobile phones.

#### 3. Flexibility

There are many forms and uses of high quality digital marketing, including banner ads, email marketing, content marketing, and social media posts. Thus by learning how to creatively market yourself digitally, you open up a wide range of possibilities for future publicity strategies. With digital marketing, you also have the flexibility of testing and stopping poorly performing campaigns in real time.

#### 4. Interactivity

Digital marketing lets you communicate directly with the customers who see your content, notably through website comments, messages, reviews, and social media posts. This shows those customers that you care about what they say and think, leading them to feel respected and part of the community you're building. It also allows you to gather invaluable information on customers' reactions and preferences.

#### 5. Tracking

Besides communicating with customers, digital marketing lets you track their activities. You can monitor which ads and types of content they have seen shortly before they make a purchase. This tells you which marketing methods are most effective, allowing you to refine and improve your strategy.

#### 6. Influencer Engagement

Many of the most influential figures in modern culture promote themselves online or through social media. Digital marketing allows and helps to gain influencers respect. If you play your cards right, you can get them to endorse you, leading their followers to become customers and spread brand awareness.

#### *Conclusion:*

So as we know how fast the things are getting changed and people don't have patience and want everything quickly, so being fast forward and first to initiate has become a need and rapidly demands for digitalized things are growing and it creates the huge opportunities for us to be the part of the digital era of marketing. —Last but not the least, **the only fashion that never fades is: DIGITAL MARKETING.**"



Mr. Gaurav Khanchandani

# Digital Marketing Killing Traditional Marketing

Mr. Ashutosh Thakur  
BBA-I

**Abstract:**-Marketing is no more a simple exercise now. It has undergone changes to reach consumers. Marketing has been done physically since long. Consumers are becoming smarter in terms of purchasing products and services. This requires innovation in the marketing sector. This paper focuses on differences between Traditional marketing and Digital Marketing. The world has revolutionized into a digital environment now. For today's businesses, it is imperative to have a website and use the web as a means to interact with their customers. The biggest advantage of digital marketing is reaching the target audience in right way with using social media and search engines. This study tries to explain digital marketing periods and advantages. The trend of digital marketing is now all over the world and its taking a growth in the marketing sector. This paper will also tell why digital marketing is overtaking traditional and it is best now for the business from all the aspects.

**Keywords:** Digital Marketing, Traditional Marketing, Marketing, Revolution, Innovation, Social Media.

## What is Traditional Marketing?

The promotion of product and services through TV Telephone, Printing, Newspapers, Broadcast, Banner, Door to door hiring, Sponsorship. Traditional marketing is a rather broad category that incorporates many forms of advertising and marketing. It's the most recognizable types of marketing, encompassing the advertisements that we see and hear every day.

## Advantages of Traditional Marketing:

- **Reach local target audience easily**

By advertising on FM radio and local editions of newspapers, you can easily target the potential customers in a particular city. Flyers in the mail also help target specific suburbs or areas.

- **Save hard copies**

Your target audience can keep hard copies of your advertising materials, like flyers and magazine ads, which they go through repeatedly. Nowadays, it's become easier for designers to create appealing flyer designs using some really cool stock images and background vectors.

- **Easy to Understand**

Anyone without internet can be reached through this approach, and people understand it easier as they have been used to it for some time. A study conducted by a neuro-marketing firm in Canada showed that direct mail required 21% less cognitive power to process vis-à-vis digital advertising.

## What is Digital Marketing ?

The promotion of product and services through the electronic medium like internet (SEO, PPC, Email and Affiliate marketing) social media sites (Facebook, Twitter, Instagram etc) Mobile applications. Digital marketing is advertising delivered through digital channels. Channels such as social media, mobile applications, email, web applications, search engines, websites, or any new digital channel.

### Advantages of Digital Marketing:

- **Global reach**

A website allows you to find new markets and trade globally for only a small investment.

- **Lower cost**

A properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

- **Trackable measurable results**

Measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.

- **Personalization**

If your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.

- **Openness**

By getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.

- **Social currency**

Digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.

- **Improved conversion rates**

If you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

### Digital Marketing a Need:

Using digital marketing, you can reach an enormous audience in a way that is both cost-effective and measurable. You can save money and reach more customers for less money than traditional marketing methods. Get to know your audience and allow them to know you personally which can help to create brand loyalty.

We also have three main reasons as a plus point :

- **Attention.**
- **Target Advertisements.**
- **Cost Effective.**

### First Mover Advantage:

When the journey of Traditional Marketing started it was cheap and everyone started to use this medium as a mode of marketing and this mode started gaining publicity and people used it in any price charged for advertisement, Traditional marketing's prices are touching the skies. Now in these days social media gave rise to Digital Marketing and new era of marketing got into existence and cost of it also is very low, which will lead the crowd to prefer it. The first mover advantage should be taken because the digital marketing will take charge over traditional and will cost more and will be very costly with time. So its better to use the technology good for business from all the aspects. The conclusion of these findings witnessed the changing effectiveness within traditional marketing methods. As digital marketing usage and expenditure increase, we may see marketers returning to traditional means of communication.

### Traditional vs Digital Marketing

Points	Digital Marketing	Traditional Marketing
<b>Meaning</b>	Communication through digital channels.	Communication through offline channels
<b>Ways</b>	Social Media, Web, Mobile, LinkedIn, etc	Television, Radio, Newspapers, Billboards, Flyers, Signposts, Magazine Ads.
<b>Communication Gap Capacity</b>	Highly Interactive and in real time	Very little interaction
<b>Costs</b>	Not costly	Very Costly
<b>Results</b>	Can be easily measured	Cannot be easily measured
<b>Customization</b>	Can be customized and targeted towards specific audiences	Cannot be customized towards specific audiences
<b>Ideal Target Market</b>	Here we can choose our own target market	As it's a generic we cannot choose our own target market
<b>Exposure</b>	Broad and widespread across the globe	Limited and Focused in a particular zone area

***Conclusion:***

Digital marketing is about telling a unique story to the world. Digital marketing is a business's best chance to stand up and be heard, bringing its brand to the doorsteps of people that need the product or service, and those that might like to learn more about it. It plays a valuable role in shaping consumer behavior in today's world Also helps businesses stay a step ahead of their competition.



**Mr. Ashutosh Thakur**

## Showcasing Your Brand With Smarts Ways

Ms. Divya Dodeja  
BBA-II

**Abstract:** Social media is the fastest growing trend in the history of the world. There are various social media sites that help business to promote their brand worldwide and increase their sales. Social media marketing is a form of internet marketing that involves creating and sharing content on social media networks to achieve your branding goals. In my paper presentation I have covered the top 2 sites i.e Facebook and Instagram. In which I will be showing the process of creating add campaign of your business and organic ways to reach out maximum people. Also I will be explaining the detailed results shown after promotion.

**Keywords** – Social Media, Social Media Marketing, Branding, Promotions, Add campaigns, Customer Reach.

### Social Media

**Social media is the fastest growing trend in the history of the world.** This sector has grown faster than the Internet itself. Within the first ten years of being publicly available, the Internet managed to gather roughly 1 billion users.

We're so addicted to our mobile phones and the social media apps on them that there's now a word for our obsession. Nomophobia is the fear of not being near your mobile phone. People are using these platforms every single day. And they use them not just once per day, but multiple times.

Global Web Index reports that the average social media user in India spend avg. of 3hrs 32min on social media which varies considerably across cultures. With such widespread use, social media presents an incredible marketing opportunity.

### Social Media Marketing

Social media marketing, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.

Even though you hear about the same few social networks all of the time, that doesn't mean there aren't any others. Wikipedia alone lists over 200 of them e.g. Tumblr, Pinterest, Redit, Foursquare etc. Naturally, however, each platform is different. On one, blog content is the master. On another, video dominates. And on another still, pictures win the day.

Despite a troubling year in 2018, Facebook maintains its top platform ranking in early 2019. The world of social media is changing incredibly fast. So when you're just starting out, start with the ones that have been around for years. So I am going to discuss here the top 2 social media that is Facebook and Instagram in detail.

## Facebook

Mark Zuckerberg and his co-founders created the site in 2004. It offers marketers the most data and the most targeted ads.

Facebook gives you a lot of freedom when it comes to content. Images, videos, and text posts all work. What matters, though, is that you integrate your content into the platform as much as possible.

For example, instead of just posting a link to a YouTube video, upload the video to Facebook's own platform. Try to keep your user on the platform as long as possible. If you're just getting started on a social media strategy, you can't afford to not have a Facebook page. You just have to search your area of interest and create a page. While creating a page you have to select if your page is a Business/Brand page or a Community / Public interest. Creating a page is really a cake walk.

### Advertising options of the page:

So here is an example of a promotion done by a gift shop while promotion. The first thing you'll get to choose when creating a Facebook advertising campaign is the goal of your campaign. There are 11 different campaigns with different objectives. Objectives involve to drive traffic to your website, drive conversions, promote your Facebook Page, get engagement on your post etc. Just select the one you want.

Then, you'll also get to choose your audience here

Location - Solapur city and area ranging 50 km surrounding location is selected

Age - 18 to 45 yrs,

Gender - Both male and female,

Languages - Hindi, Marathi and English are selected, detailed targeting includes targeting the people with same interests and behaviours. Here Students are targeted customers, bewakoof.com is added as it is a site from same sector and their followers will be your potential customers. You can also add celebrities with more followers as this will increase your potential audience eg. ViratKholi, PM NarendraModi. This is the best part about Facebook is the specificity with which you can target your ideal customers. This is a wildly valuable benefit for any marketer.

Finally, you'll be able to select the devices you want to target. In this example all mobile users of FB are targeted. On the right side it shows the potential customers and how many customers it will reach in your specified amount. All these specifications have to be changed according to your nature of business.

Fortunately, when you find your perfect audience, you can save it. Facebook allows you to create lookalike audiences. Basically, these are audiences that mimic the characteristics of one of your current audiences. That means that if you have an audience that is performing remarkably, you can create a similar audience that should also perform well. When you create an ad on Facebook, you can also run that ad on Instagram by clicking a single button, the Instagram ad placement button.

Here are the results of the promotion done of 100 Rs. The results show that your ad.

## Emerging Trends in Digital Marketing

Reached upto 6084 customers which had 6245 impressions and there were 440 such customers who were interested in the products n clicked the link given for the website. Through this the traffic on your website increases and once a specific no. of visitors are crossed the Ad sens by Google starts to pay you. The cost for person incurred is just 0.19rs.It also shows detailed analysis according to demographics, placements and delivery.

### Instagram

Within three months of releasing Instagram in the app store, it had reached 1 million users. Their growth was entirely organic. Out of all of the big networks, Instagram has the highest engagement rate. Since liking is so easy, people tend to do it more on Instagram than on Twitter or Facebook.

For paid promotion there are 5 simple steps

1. Select the post you want to promote.
2. Select where you have to send people eg. Your profile, website, direct message.
3. Select your target audience that is same as facebook.
4. Select your budget and for how many days you want your add to run.
5. Choose your Payment method.

Off course if you go for paid promotions you might get a large audience if your content is good but for organic your content plays the key role of keeping the people engaged. Use of relevant hash tags is the key. Also not forgetting Instagram Stories is a feature that lets users create a coherent series of pictures, videos, or gifs. In fact, in 2017, the number of people using Instagram Stories passed the number of users on Snapchat, which is a similar platform.

In other words, if you're going to use Instagram, then you should probably create a Story of your own. But trying to push your audience engagement is your best bet.

### Conclusion:

So I would conclude by saying that this is the right time to use this digital platform for your business branding and if you not using social media marketing already, you'll either have to learn it now or lose in the long run.



Ms. Divya Dodeja

## Making Advertisements for Digital Marketing

Mr. Shreyash Vaggu  
BBA - I

**Abstract:** To any business growth there is a need for maximum sales of goods and services. For maximizing sales there is a need for more awareness to customers about products and services. For that, you just focus on marketing. For marketing there is a key solution is advertisement there are many sources for publishing ads and I want to present a paper on making ads for digital marketing. For creating any type of ads if you just consider my personal 5 A's that are ability, audience, attract, aware, assure what are they we going to see below before going to see those 5A 's we see what are advertisements? What are the types of advertisements? What are key ingredients for making ads?

**Keywords:** Advertisement, Sales, 5 A's, Ingredients.

### Introduction

Advertisements: advertisements simply mean a public announcement. Right from the mouth (publicity) announcement, there is now the time of digital marketing which we are discussing right now.

### Types of Advertisements:

Digital Marketing Ads can be broadly classified into the following three buckets:

#### Text Ads:

As the name suggests 'text ads' are simple text copy served mostly on search engines like Google, Bing, etc. Text ads are the simplest form of Digital Marketing Ads which require basic knowledge of factors like word limit, keyword matches, etc. At an advanced level, one should be aware of factors like relevance score, trademark policies, etc. Text Ads are descriptive & they run on search engines, websites, etc.

#### Banners Ads:

Ads having visual elements with which the user interacts are known as banner ads. Unlike text ads that have very poor visual appeal, banner ads make Digital Marketing Ads look appealing, glamorous & interactive. Banner ads run mostly on websites, social media platforms such as Facebook, LinkedIn, and Twitter, etc. Search engines like Google also allow usage on product pages on certain types of search ads known as 'Product Listing ads'. Banner Ads require a high level of creativity quotient & typically it takes a team of designers & copywriters to produce appealing Digital Marketing Banner Ads, though nowadays multiple free online tools allow banner ads creation in a given template.

Banner ads are of various types i.e. static & dynamic. A static banner ad is a single frame with visual, copy & a call to action whereas dynamic banner ad will have multiple frames that rotate with unique visual, copy & call to action. Different formats allow different types of banner ads & the difference is primary in dimensions & types of banner

ads. For example, Facebook allows static banner ads & banner ads in a carousel format. With mobile becoming the preferred device for browsing through internet Digital Marketers need to be extra careful about the rendition of search & banner ads on mobile devices. As the resolution of mobile devices differs from those of desktops & laptops hence the ads are also customized for mobile platforms. Digital Marketing Ads being served on mobile differ in terms of dimensions, ad size & call to action. Since users can directly call from mobile devices hence Google allows the presence of 'Call Extension' on mobile devices using which users can directly call the business they are looking for.

### Video Ads:

These are the latest ads on the block & are being used widely across social media platforms, websites, etc. Video ads comprise of animated ads, the adaptation of TV ads, etc. YouTube is the world's largest video-sharing website which accounts for maximum Video Ads. Social platforms like Facebook, Twitter, and Instagram & LinkedIn are also promoting the use of video ads on their respective platforms. Videos ads are inherently interactive but they require relatively larger investments as compared to banner ads. Though platforms like YouTube offer free apps for creating video ads for free.

YouTube is by far the largest video sharing platform & hence gets lion's share of video ads. It has over a billion users which are 1/3rd of all people on the internet. Hence it becomes an obvious choice for marketers when it comes to reaching out to their target audience. Initially, brands uploaded TV commercial (TVC) videos on YouTube but gradually brands have started creating custom campaigns for YouTube viewing. Most TVC's are sub-30-second videos as media cost on TV advertising is very high. On YouTube, brands can afford to create relatively longer videos with a different theme. YouTube also provides multiple ad formats to suit a brand needs

Following are **key ingredients** of a successful digital marketing ad:

**Relevance:** Digital marketing platforms enable razor-sharp targeting. Hence the creative/copy must be relevant to the website or search query or social media platform where the ad is being served. If a user is searching for 'Hotels in Delhi' then the ad should contain the term 'hotel In Delhi' for high relevance. Similar banners & video ads should have relevant content.

**Easily consumable:** Digital Advertising should be easy to comprehend as the user's attention span is gradually decreasing. Hence the user should be able to quickly understand USP of the product or services being promoted. Also, the ads should be interactive.

**Clear 'Call to Action':** Unlike traditional media a user can be directed to take a specific action while interacting with Digital Advertising. For example, a user can be directed to leave their contact details or can be asked to call at the given number. These 'Call to Actions' should be displayed & should grab the user's attention.

## Emerging Trends in Digital Marketing

**Adherence to policies:** All major Digital Marketing platforms like Google, Facebook, Twitter, Instagram, and LinkedIn have clearly defined Do's & Don'ts for ads to be run on these platforms. An advertiser should create Digital Ads that adhere to these policies else these ads will get disapproved.

### 5 A's of making Advertisements:

**Ability:** before going to make ads just go through your product analyze your product just know what are benefits and its disadvantages

**Audience:** when you create ads you must consider your audience how your audience behavior what are the understanding capability etc. and create ads relevant to your audience.

**Attract:** your ads must attract your audience you just consider audience starts skipping ads in 4 seconds after watching ads if it does not contain such attractive content

**Aware:** your product must create awareness about your product and services

**Assurance:** your ad must contain assurance to your customers that your product or services are of good quality

**Conclusion:** when you create ads for any firm or your personal use just consider that your ad should increase your sales and should not create such controversy it has to be easy to understand.



**Mr. Shreyash Vaggu**

# The Ultimate Guide to Digital Marketing Strategy Development

Ms. Mansi Kasture  
BBA-II

**Abstract:** The Customer Value Journey is the strategic foundation of everything we do here at Digital Marketer. It's the master template upon which every other digital marketing discipline and tactic is built. It's so important, we confidently make this bold statement: The job of marketing is to move prospects and customers seamlessly and subtly through each phase of the Customer Value Journey. Here there are certain 8 steps i.e; Awareness, Engagement, Subscribe, Convert, Excite, Ascend, Advocate and Promote that are very essential fo effective Digital Marketing Strategy Development.

**Keywords:** Customer Value Journey, marketing strategy, steps for developing strategy.

## Introduction:

Your Digital marketing strategy is the series of actions that help you achieve your company goals through carefully selected online marketing channels. These channels include paid, earned and owned media & can all support a common campaign around a particular line of business.

If you understand this digital marketing strategy, then you can *intentionally* engineer your business in such a way that it moves people predictably through these stages.

**Now let's walk through the 8-step process of crafting your digital marketing strategy:**

### Step 1: Awareness

Before someone can buy from you, they have to realize you exist – right? Well, that's Step 1 in the Customer Value Journey. This step is pretty self-explanatory: It's where the person becomes aware of you. After all, nobody is born knowing who Apple or Amazon is. At some point they have to become aware of these companies if they are to become a customer.

The same thing is true of your company.

### Examples of Marketing that Generates Awareness

There are any number of ways a prospect could become aware of your company, products, and services. Here are three possible scenarios:

- A father of two sees an advertisement for a new children's summer camp on Facebook.
- An office manager searches Google to find a new coffee supplier.

Facebook ads are the perfect vehicle for driving awareness.

### Step 2: Engagement

Your prospect is now aware of you – they know who you are – but you're still in the early stages of a relationship with them. They don't yet know you, like you, or trust you.

So the next step is to start developing relationship with your prospect.

### Examples of Marketing That Generates Engagement

Engagement typically comes in the form of content or community. Here are a few examples to get the ideas flowing for your company:

- The owner of a boutique wine store becomes active in a Facebook community for wineries and other wine retailers.
- A new mother watches a YouTube video from Johnson & Johnson showing her how to give her baby a bath.

### Step 3: Subscribe

At this point, your prospect knows who you are and has engaged with you in some way or another. However, if you failed to get that person's contact information, odds are high you'll never hear from them again. Why? Because people today are inundated with marketing and content, creating a scarcity of attention. Just because someone reads one of your blog posts today does NOT mean they'll remember to revisit your site in the future.

Instead, you need to get that person to progress to Step 3 in the Value Journey, which is to subscribe. Here, the person gives you their contact information and, in doing so, grants you permission to contact them again in the future.

### Examples of Marketing That Generates Subscribers

The biggest criteria for your free offer is that your target audience finds it valuable. Here are some examples from a variety of industries:

1. A young professional signs up for a webinar presented by a local realtor about the best practices of purchasing a first home.
2. A college girl fills out a form on a blog to receive a free sample of a new face cream.

In each case, the prospect fills out a form, provides their contact information, and is sent information about how to access the offer.

- The young professional is sent the time and URL of the webinar.
- The college girl is sent a thank-you email telling her the face cream is in the mail.

### Step 4: Convert

This is a critical stage in the Customer Journey and one that frustrates many business owners. The key to success in this stage is to employ what we call "entry-point offers." These offers are designed to give the new prospect tremendous value without forcing them to put too much "skin in the game."

In fact, it's too early even to concern yourself with profitability. That's right: in this stage of the Customer Journey, you might lose money on the prospects you acquire as buyers. The goal is to acquire a new customer. Profits come later.

### Examples of Marketing That Generates Conversions

There are two types of entry-point offers: those that require a commitment of time, and those that require a commitment of money. Here are some examples:

## Emerging Trends in Digital Marketing

- The VP of Operations at a large company purchases a high-dollar management consultant's book for \$8 on the consultant's website.
- A daughter of elderly parents schedules a walk-through visit at the local retirement home.
- A man takes advantage of a \$20 teeth whitening service at his local dentist.

### Step 5: Excite

- At this point, your new customer has had a transaction with you. A small transaction, sure, but a transaction nonetheless.
- Your job now is to make sure the transaction is a good one, that the excitement of the purchase develops into good will and trust.

The reason for this is simple: if the person doesn't get value from this transaction, they won't move on to the next stage and purchase more expensive things from you.

### Examples of Marketing That Creates Excitement

Your goal in the Excite stage of the Customer Value Journey is to make sure your customer gets value from their transaction. Here are some examples:

- A new user of the Spotify music streaming app goes through an instructional walkthrough teaching her how to build a playlist of her favorite songs.
- A young man reads through 3 eye-opening blog posts recommended via email by his newly hired Life Coach in advance of their first coaching session.

This stage is all about ensuring that your marketing is giving your customer opportunity to get value from doing business with you – and to enjoy that value right away.

### Step 6: Ascend

At this stage of the Value Journey, you've sunk time, money, and resources into acquiring leads and customers and making sure they get value from doing business with you.

The Ascend stage of the Value Journey is where your customer will be ready to buy more and more often. If your business has a core offer, this is the place to make that offer. Then once your customer purchases that core offer, it's time to present them with other relevant offers.

### Examples of Marketing That Creates Ascension

Examples of ascension might include:

- A new dad buys a digital camera for \$2,495 and adds a lens kit, camera bag, and tripod to his purchase for a bundle price of \$699.
- A woman with a brand new Mercedes buys an unlimited car wash package for \$40 per month instead of paying for each car wash individually.

### Step 7: Advocate

An advocate is someone who speaks positively about your brand. An advocate is what you might call a "passive promoter." They won't necessarily promote your business in an active way, but when asked about you, they will respond favorably.

### Examples of Marketing That Generates Advocates

These final two stages (Advocate and Promote) are often thought to be outside of the control of marketing, but that simply isn't true. You can create marketing that intentionally generates more advocates and promoters.

Here are a few examples:

- A woman enters a contest to win a new lip gloss from a beauty company by shooting a video review detailing how much she loves one of their lipsticks.

Upon request, the Warehouse Manager at a produce supplier company writes a glowing review of the local courier service she uses to transport fruits and vegetables locally.

### Step 8: Promote

Promoters differ from advocates in that they are actively seeking to spread the word about your brands, products, and services. In some cases, the promoter simply had a great experience with your company and wants to share their story with friends and family. In other cases, they promote because you've created an incentive for them to do so.

### Examples of Marketing That Generates Promoters

Intentionally creating more promoters is important because it creates an army of paid or unpaid salespeople spreading the word about what you sell.

Here are a few examples:

- A woman attends a conference for free because she arranged for 5 of her colleagues to go as well.
- A marketing agency partners with a marketing automation software company to resell their software for a commission.

As you can see, promoters help you get more customers at a lower cost. So even when you reward promoters, it's a win-win.

### *Conclusion:*

So I would like to conclude by saying that if you follow these steps in a proper manner then surely you will succeed & you will have a good digital marketing strategy built with you.



Ms. Mansi Kasture

## Internet of Things and Digital Marketing

Mr. Aniket Bordekar  
BBA-II

**Abstract:** Its application in marketing is evolving at an unprecedented rate. It is no longer only about the online behavior of your audience. IoT allows you to understand how your customers interact with smart devices, home appliances, and other IoT devices. The 'Internet of Things' (IoT) is a term coined to describe the network and communication between multiple internet-enabled and every-day devices. These devices transmit and collect data via Bluetooth signals, beacons, and the cloud, respectively. Businesses will benefit from this technology movement with the ability to collect significantly larger amounts of data on consumers. With proper usage, this data will give businesses the ability to reduce operating costs, increase productivity, expand to new markets and develop new products. Government and the healthcare industries are also coming up with ways in which they can capitalize on the potentials of IoT.

**Keywords:** IoT, Internet, Business, Products.

### IoT & Digital Marketing: Endless Possibilities

As marketers it has always been our job to stay ahead of the 'consumer' curve, recognize trends before they 'trend', and know what the consumer is going to want before they know themselves. We're able to do this by gathering data, analyzing the information and making predictions of consumer behaviors and preferences.

The IoT is a consumer 'map', rich with information, habits, and preferences, and will be used to aid in marketing practices. Some consumer needs and wants can be predictable, such as medical access for baby boomers and the aging population, while some consumer behaviours can seem mercurial. Everyone likes the latest, newest thing.

If we as marketers aren't thinking ahead, we are lagging behind! With the IoT, we will have a tool well beyond our standard Google Analytics, SEMrush, and SEO clarity to pull consumer behaviors. We will be able to predict when a consumer may shop at a specific retail outlet, or dine at a particular restaurant, attend a cultural event, or stop off at the gym.

### Applying IoT Tools to Digital Marketing Efforts

The marketing data can be totally personalized for target consumers, ad campaigns, timing of sales, etc. Think about it like this, if a consumer is in the vicinity of one of your client's retail stores you can set up a campaign that will send them an entirely personalized ad based off of: their distance from your store, the current weather, past purchases from your store, previous purchases from competitors' stores, other purchases they had made that day or even based off of events that are coming up in their Google calendars.

It will be the perfectly streamlined marketing system, and the possibilities are endless. Exciting, right?

Big change is coming in the world of digital marketing. The faster IoT develops, the more urgent the need becomes for marketers to start planning strategies for their digital campaigns and practices.

## **How the Internet of Things is Transforming Digital Marketing**

### ***1. A Data Goldmine for Digital Marketers***

According to CISCO, by the year 2020, the total amount of data generated every year by all the IoT enabled devices will be 1 trillion GB. This humungous amount of valuable data will allow digital marketers to understand the behaviour and needs of their consumers and target them individually like never before.

### ***2. Real-Time Interaction with Customers***

To build on my previous point, data will allow digital marketers to establish a real-time interaction with their customers. Data collected from IoT devices will enable data-driven marketing by feeding real-time consumer data to digital marketers. This will help to boost sales of a given company substantially.

For example, the moment a visitor lands on your website, you can target him/her with a right kind of ad at the right time.

### ***3. Changing Role of Digital Marketers***

IoT is altering the fundamentals of marketing by cutting the role of a traditional marketer. With IoT, technology is directly reaching out to the customers instead of marketers. Just imagine, you are running out of milk which is just kept at the top shelf of your refrigerator, now the refrigerator can automatically check the web and place an order for a few gallons of milk.

So what role does a marketer of a milk company plays? The answer is nothing! Hence after the advent of IoT, a digital marketer has to evolve himself and be just more than a marketer.

### ***4. Taking Contextual Marketing to a Whole New Level***

The IoT data will allow digital marketers to capture the consumer's behaviour, buying patterns, location and other analytics like never before.

Previously the efficiency of contextual marketing was very limited. But now IoT devices can generate so much data like customers' needs, behaviour, desires etc. that can help to create even more contextually relevant ads and target customers individually. Contextual marketing gets a whole new meaning!

### ***5. Analyze Customer's Buying Cycle***

IoT data can help you in gaining deeper insights that where a customer is in the buying cycle to make contextual marketing even more effective.

Whether the customer is in the awareness phase or consideration phase or the buying phase, IoT data will further help digital marketers exactly identify customer's buying needs and customize products accordingly. This data serves as a baseline for the future product development by a given company.

### ***6. Creating Personalized Campaigns***

Digital marketers have now the capability to deliver personalised messages and other promotional content to customers online and offline.

Let us take an online example first. If a customer lands on a car portal to find out the price of a given car, a digital marketer can capture data stored in the browser's cookie about the visitor, then create personalised messages according to his/her enquiry and send him over via an email.

Similarly, if a customer is offline, then beacons allow brands to deliver personalized messages to customers as they walk into a store. Beacons will assist customers in buying products according to their preferences and online/offline buying behaviour. It builds a relationship between the brand and customers.

### ***7. Exploit Social Media like Never Before***

IoT is inherently optimised for use with social media. Social media can be an excellent platform for generating new leads. Various communities and groups present on social media are potential buyers of a product shortly.

A smart digital marketer has to convert these leads into potential buyers. And IoT can help in achieving that in a much better way. Digital marketers can bombard customers with personal ads and promotional messages based on their individual preferences.

### ***8. Excellent Career Opportunities***

As IoT become widespread across several core business sectors, we can expect a boom in employment opportunities. Countries that lead the world in IT including the US, India, European Union and China are most likely to witness the largest number of IoT related jobs.

Trends indicate that e-commerce is soaring in giant Asian economies. This growth will be fuelled by digital marketing. A lot of online jobs in various spheres of digital marketing are already emerging. Hence, digital marketing professionals can expect boom time for their careers.

### ***9. The Emergence of New Digital Devices and Platforms***

IoT data is so useful that digital marketers would love to collect it from not just traditional touch points like laptops, smart phones, and tablets but also from car's dashboard or refrigerator's shelves.

In the future, more digital devices and platforms will be created to collect even more data. However, analysing so much data will throw a new set of challenge for digital marketers.

### 10. Ever Increasing Responsibility of Digital Marketers with Customers' Data

Access to so much sensitive data also brings greater responsibility. There will be stringent privacy and security regulations for protecting both consumer and company's data.

New technology will be developed to bolster authentication and encryption techniques to prevent any data breach. This will also impact digital marketers in both positive as well as negative ways.

So these were ten ways how the Internet of Things (IoT) could transform digital marketing forever.

The world we live in is so interconnected that every aspect of our lives is affected by the presence of the Internet.

Digital marketers will be inundated with the data, hence drastically improving the effectiveness of their marketing campaigns. However, this wealth of data can also bring another set of challenges for digital marketers like ingesting and analysing it.



Mr. Aniket Bordekar

## Affiliate Marketing: Beginner's Choice

Ms. Dhanshri Saraf  
BBA-I

**Abstract:** Affiliate Marketing is a process by which an affiliate earns a commission for marketing another person's or company's Products. Affiliate marketing is important because it is much easier than building your own company and creating your own products. In Affiliate Marketing you don't risk your own reputation, your money and any efforts required in opening a new business. The industry has four core players, The Merchant, The Affiliate, The Network and The Consumer. Affiliate marketing is being the middle man for profit. In Affiliate marketing all you have to invest a little of your time, efforts and knowledge in marketing. Affiliate marketing is a serious business that requires time, patience, quality, and above all knowing your customers. This paper focuses on the importance of Affiliate marketing for both marketer and consumer. Effectiveness of the Affiliate marketing is also been presented in this paper. Additionally this paper is all about how actually affiliate marketing works.

**Keywords:** Affiliate Marketing, Importance, Process.

### Introduction:-

Instead of dealing with the monotony and stupor of the rat race to earn a few bucks, you could make money at any time, from anywhere – even while you asleep. That's the concept behind affiliate marketing.

### What Is Affiliate Marketing?

Affiliate marketing is the process by which an affiliate earns a commission for marketing another person's or company's products. The affiliate simply searches for a product they enjoy, then promotes that product and earns a piece of the profit from each sale they make. The sales are tracked via affiliate links from one website to another. Many online companies who sell products such as shoes, web-hosting spaces, or some other service, usually offer an affiliate program merchants need online advertisers to enhance business profit. Therefore, they need 'The Affiliates.'

Affiliate marketing is being the middle man for profit. So, one person creates the product and is looking for customers. Customers are looking for products that can solve their problems. You are the middle man. You pick a vendor's offer, find the customer base and advertise to this base in a convincing way. The customers buy these products and you make a commission. That's the simplest definition of Affiliate Marketing

You can simply sign up for the program and get your unique tracking link. Now, whenever you are writing about their product, you can simply use this special tracking affiliate link to recommend the company's site. If your readers/traffic buys anything by clicking your affiliate link, you will get a commission.

**Importance of Affiliate Marketing:**

Affiliate marketing is important because it is much easier than building your own company and creating your own products. Opening a new company or making your own product involves more risks. You need to invest money for the entire business operation. You don't risk your own reputation, your money, and any efforts that are required in opening a new business. In affiliate marketing, all you have to invest is a little of your time, effort and knowledge in marketing.

The marketers need you as to how you need them. Pick the right products and companies that you would like to work with, established good web layout to capture more eyeballs, improve marketing strategies and never stop following the market trend closely, that will set you on the path to becoming successful.

**How Affiliate Marketing works:**

The industry has four core players:

**1) The Merchant:**

- i) Also known as the maker, the company, the retailer, the creator, or the brand
- ii) Affiliate Marketing Merchant creates an item/product or service.
- iii) Alternatively, it can be an individual who is an entrepreneur and pitches online courses and consulting programs on digital marketing career.
- iv) Anyone who has a product to sell can be a merchant behind an Affiliate Marketing Program.

**2) The Affiliate:**

- i) Affiliates are also known as the publishers, distributors or advertisers. They can likewise go from a single individual to whole organizations.
- ii) These are the guys that include affiliate links to retailers on their sites and promote the products of retailers in the hope that people will click the links and buy something when they get to other side, if that does happen the publisher will get paid a percentage of the sale
- iii) Either that or they will get paid for each click or action the customer takes, depending on the arrangement they have with the link provider.

**3) The Network:**

- i) Networks effectively act as the middle man between multiple merchants and publishers. So publisher could sign up and get access to any merchants that network is working with, and vice versa
- ii) With affiliate network, you could advertise an online course somebody has made and simply manage an immediate income-share with them
- iii) Occasionally, affiliates need to go through an affiliate network to try and have the capacity to promote the product efficiently.
- iv) To promote different kinds of consumer products such as tools, toys, books, and household items, Amazon is by far one of the biggest affiliate networks. With the help of

Amazon Associates' affiliate program, you can promote any product, which is available to be sold on their platform.

#### 4) The Consumer:

- i) The consumers let the affiliate framework go round and offer the results. Without successful deals, there aren't any commissions to distribute and no income to be shared.
- ii) This is the consumer who clicks on the links on the publisher's site and hopefully purchases something when they get to the merchant's site at the other hand.
- iii) Consumers will know that they are the part of an affiliate network system, only if the affiliate wants them to know this. Some let their customers know as they have a tendency to be straightforward about their marketing being boosted fiscally, yet others don't.

Some examples of affiliate marketing are:-

##### 1. ThisIsWhyImBroke.com

The strangest thing about this site is that it lists products that normal people don't buy but they still make thousands of dollars in commissions from Amazon. The reason? Their witty product descriptions, extremely unique product selection, and an easy to explore design that can keep you scrolling down for hours.

##### 2. NerdWallet.com

NerdWallet started as a simple credit card comparison blog but has now grown into one of the biggest personal finance sites on the web serving over 11 million visitors per month. But it's still an affiliate site. It makes all of its money through partnerships with different financial services companies.

##### 3. Skyscanner.com

Founded by 3 university graduates in 2001, Skyscanner was just an affiliate site helping its users find the cheapest flights around the globe. Their sole focus was to provide value to their users and help them save money. They kept on doing it for years until they were acquired by Ctrip, the largest travel company in China, for \$1.9 Billion.

##### 4. Consumersearch.com

Consumer Search, as the name indicates, helps consumers find the best and the most reliable products in different categories. Consumer Search has been around since 2000 and has hundreds of reviews in all product categories. Every review includes a separate buyer's guide that shares the common factors consumers should consider while buying that particular product.

##### 5. Gearpatrol.com

Gear Patrol makes most of its money promoting Amazon products. Every product review they publish has multiple high-quality pictures of the product from every angle

possible. This has also helped them generate a significant portion of their traffic from Instagram and Pinterest. Gear Patrol started as an affiliate site but over the years they have diversified their income with their own eCommerce store.

### *Conclusion:*

Affiliate marketing is a serious business and demands a long-term approach. It requires a deep understanding of the needs of your target audience, a lot of work in finding the products that fulfil their needs, and a consistent effort in creating high-quality content. Affiliate marketing is not and never was a get-rich-quick scheme. It's a real business that requires time, patience, quality, and, above all, knowing your customers.



**Ms. Dhanshri Saraf**

# Search Engine Optimization: Great Content Deserves Great Ranking

Ms. Garima Kochar  
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**Abstract:** A web page may be perfect in its content and quality of content by covering all aspects & keeping it updated but it may not hold any value if it is not visible to people or it doesn't have a proper reach. Thus it is observed that almost 65% of users are more likely to click on first 5 suggestions in the search engine result pages. Hence having a reach is important, which is why search engine optimization is a tool which helps in achieving the organic rank which the webpage or website deserves. This presentation consists various techniques which help in achieving the organic rank in the search engine result page such as infusing keywords, interlinking pages, meta tags, answering queries and sharing on other platforms. This paper also covers that why SEO should be practiced.

**Key Words:** Organic rank, Interlinking, Meta tags, Infusing keywords

## Introduction:

Search engine optimization (SEO) is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users. SEO refers to the improvement of unpaid results known as "natural" or "organic" results and excludes direct traffic/visitors and the purchase of paid placement. SEO may target different kinds of searches, including image search, video search, academic search, news search, and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, the computer-programmed algorithms that dictate search engine behaviour, what people search for, the actual search terms or keywords typed into search engines, and which search engines are preferred by their targeted audience.

SEO is performed because a website will receive more visitors from a search engine the higher the website ranks in the search engine results page (SERP). These visitors can then be converted into customers

## Why is SEO important?

In today's competitive market, SEO marketing is more important than ever. Search engines serve millions of users per day looking for answers to their questions or for solutions to their problems. If you have a web site, blog or online store, SEO can help you get targeted free traffic from search engines.

Search engine optimization is important because:

- The majority of search engine users, more than 65% are more likely to click on one of the top 5 suggestions in the search engine results pages (SERPS). To take advantage of this, your website needs to appear in one of the top positions.

- Users trust search engines and having a presence in the oppositions for the keywords the user is searching, increases the website's trust.
- SEO can put you ahead of the competition. If two web sites are selling the same thing, the search engine optimized website is more likely to have more customers and make more sales.

➤ **TYPES OF SEO'S**

**A. On-page SEO**

**1) Backlinking:**

By giving backlinks to credible sites, the authority of a site increases. Backlinks are important for a good ranking. A backlink is a link to your site from another site. Sites with a high amount of traffic can help drive traffic to your site. The number of times your site has links from other sites also affects your ranking.

**2) Infusing Keywords in Order of Priority:**

There are 2 subcategories for infusing keywords: primary keywords and secondary keywords. The primary keywords must occur at least 8-15 times in a content that is 1500-2500 words long. At the same time, all the provided secondary keywords must occur at least once in the entire content. By doing this Google and other search engines understand better what is the content all about.

**3) Meta Tags, Meta Description, Alt Attributes:**

The meta tags mainly comprise of the secondary keywords in the content. The meta tags help Google to read the content better and lets the search engine know the context of the content that is been posted on the web.

Whereas the meta description refers to the text that is displayed along with the title on the search engine result pages. The meta description is a crucial SEO element as it determines to a great extent if the searcher will click on your site's link or not.

**4) Internal Linking:**

The internal links are the links of the blogs previously published or the landing pages of the website. The idea behind interlinking is redirecting the user from one page to the other page of the website. This is an attempt to retain the user.

**5) H tags:**

Using the Heading tags ensure that Google takes notes of the headings used by you on the web page. Thus, the H tags must be used to make your blog visible in the SERPs for those particular words. It is also suggested that you use the secondary keywords and the primary keywords in the sub-heads.

## 6) Domain:

Domains are important for SEO because Google and other search engines scan the URLs for keywords so they can determine the content of the site. Having keywords in the URL helps Google determine what the page is about and is one of the factors in matching a site to a person's search.

## B. Off-page SEO

The off-page SEO deals with the promotion of the content post publishing. Some of the most important and most common off-page SEO practices include:

### 1) Sharing:

If you think it's ok to publish a blog and not share it on your social media handles or other connectivity apps that inform people what are you up to you are making a huge mistake. It has been known that sharing and letting people know about your work is important.

Sharing through social media has now become essential. That is why every web page or website has its social media presence on platforms such as Facebook, Instagram, Twitter, LinkedIn, Snapchat, etc.

### 2) Answer Queries-Be Responsive:

Your potential consumer would put up questions every now and then. Putting up questions signifies only one thing that your audience is interested in what they are reading.

So, there's a reasonable chance that if you answer their questions you would be able to maximize their interest and crack a sale along with building engagement which is obviously very crucial to your online existence.

### 3) Look out for what the user is looking for:

One of the most important aspects of off-page SEO is spending time on researching where the potential audience's interest lies in. When you pick topics of interest to your audience, it is an obvious fact that you will be able to build more engagement.

Moreover, when you post after carrying out a little research, you are updated with what is prevailing in the market and would write on the trending topics that are of interest to all.

## C. Technical SEO

Technical SEO involves various changes that are mostly invisible to your users and usually don't affect the content in any way. These include various techniques that ensure that the search engines can easily crawl and index your most important pages.

Things that may also fall under technical SEO include optimizations like making your site faster and making it function well on mobile devices. Optimizing the robots.txt file, meta robots tags, sitemaps, Google search console and others can all be considered to be parts of technical SEO.

***Conclusion:***

The importance of search engine optimization is primarily the fact that it improves the visibility of your website. In modern business, visibility is everything if you want to go ahead. People have to be able to find you and this is not an easy task, having in mind the number of competitors, i.e. those who want to be positioned for the same keywords. If the opportunities SEO offers are missed out, you will be missing on significantly in terms of the three factors – publicity, exposure and revenue.

Lastly, what you need to have in mind is that search engine optimization is a long-term work, which might need months to show any signs of improvement. There are no instant solutions and tools that can help you get immediate success.



**Ms. Garima Kochar**

## Top 2 Ways to Earn Through Digital Marketing

Mr. Adesh Chavan  
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### *Abstract:*

Life is difficult. There is more difficult thing than life that is, “Being happy and independent in life”. Thus, to be happy and independent, money is crucial. So how to earn money? The answer to this question is very simple i.e. “digital marketing”. This paper is all about the most famous and modern way of earning money right now. The most interesting part about this is that, there’s no age limit, you can work from home, and whenever you want. This paper is mainly focused on Content Marketing and Freelancing which are the most trustworthy ways of digital marketing, through which everyone can earn. This paper is all about various techniques which are authentic and can be effectively used to earn and live a happy life!!!

*Keywords:* Digital Marketing, Content Marketing and Types, Freelancing and

### **Introduction:**

Being Independent is difficult and money plays an important role to have a smooth independent life. To earn money, digital marketing plays an important role. As we know marketing is the crucial element towards running a successful business; but marketing is a gigantic field to be handled by a few people thus, digital marketing acts as a savior who not only helps in growing of business but, also allows non-business people to be part of business and also to earn handsome amount of income. Therefore, top 2 agents of digital marketing i.e. **Content Marketing** and **Freelancing** play an important role in earning money. Let us see how money can be earned with these two agents.

A type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services is famously known as **Content Marketing**. The idea central to content marketing is that a brand must give something valuable to get something valuable in return. Instead of the commercial, be the show. Instead of the banner ad, be the feature story. Content marketing requires continuous delivery of large amounts of content, preferably within a content marketing strategy.

### **I. Top agents of content marketing are as follows:**

#### **1. Blogging:**

The fastest way to get noticed around the web is to start a blog where you can upload your own content. If you are able to produce interesting posts on regular basis then –not only you will receive free publicity, but you may also make money by directly accepting paid guest posts. You can earn up to 100,000\$ per month.

## 2. Youtube:

It is the most famous source for earning money right now. It is the 2<sup>nd</sup> largest search engine with over 800million unique visitors every month. Start making videos in which you are talented or are passionate about. The most important thing is to be fresh and creative about your content; once you are recognized by the viewers then it's a jackpot. You will be approached by various companies to show their ad in your video. On an average you can get up to 18\$ per 1000 views on ad based video.

## II. Freelancing:

A freelancer works according to the demands of the market. He decides his fee/payment based on the value of his time, his skills and his experience in the matter. He prepares a list of his skills and services in a calculated way so that he is able to choose his projects and assignments according to the following factors- his proficiency in a particular skill or task and the demand for that skill in the market, his expertise in a subject and the kind of projects he enjoys working on.

**Top agents of freelancing are as follows:**

### 1. Data Entry:

It is the process of inputting data or information into the computer using devices such as a keyboard, scanner, disk, and voice.

#### i. Captcha Entry:

It is becoming one of the hottest online data entry job. Although income is less than other job but it's very simple & available for everyone. You will be given software where you have to login with your username & password & then type the captcha images. You can earn up to \$500 per month from this job.

#### ii. Copy & Paste:

Here you have to copy text material from a word or excel file and paste into another word or excel file. It is very easy however; you need to be very careful. Good knowledge of English is very important because you have to read and understand things.

#### iii. Basic Typing Job:

The first and basic data entry job is typing. Here you have to type anything into an excel spreadsheet or a word document. You don't require any special skill other than typing speed of 30+ words per minute. If your speed is less than this & you want to do this then you have to improve the speed to reach 30+ WPM level.

## 2. Online Tutor/ Teacher:

Here is something every college student will be comfortable with. With a lot of online learning websites popping up, you can go for any subject you are good at. Most online teaching platforms will set up an account in your name, and you will get the pay according to the number of sessions you have dedicated to your students. You can teach according to the level you want, from K-12 students to peer-to-peer tutoring. You can schedule the

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timing of your sessions according to your own convenience and you do not have to worry about completing a fixed amount of hours because you are paid per session. And the most exciting part is that you do not even have to leave your dorm room or apartment to teach anyone. You can also become a tutor in an indirect way, by creating a course video and selling it to online learning platforms.

### *Conclusion:*

Thus with the help of digital marketing you can be independent. As also now there is era of industrial revolution 4.0 where you have to update yourself with the technology and with the help of these technologies a digital marketer can earn wherever and whenever at any life stage he wants.



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Digital Marketing



Adwords

On/Off Page